



**DENISE CANO COLEMAN**  
*Principal, C<sup>2</sup> Market Strategies*

Ms. Coleman owns a small business in Los Angeles, C<sup>2</sup> Market Strategies, a marketing consulting firm serving architects, engineers and environmental scientists. She is a scientist by training and a business person by avocation, holding an undergraduate degree in biology from the University of California, Santa Cruz, an M.S. in biomedical illustration from California State University at Long Beach, and a certificate of advanced study in marketing at the University of California, Berkeley. Ms. Coleman is a 1997 graduate of the Valley Leadership Institute, a San Fernando Valley-based organization whose mission is to train future leaders. As a professional, she is active in the Valley Industry and Commerce Association (VICA), is a past board member of the Society for Marketing Professional Services (SMPS), and sits on the board of directors of the Professional Environmental Marketing Association (PEMA). As a community member, she is active in her neighborhood association, serves as co-chair of Universal City Tomorrow, and is a director of the St. Vincent's Meals-on-Wheels/Cuisine à Roulettes organization. Ms. Coleman's interest in water issues began when she was a resident of the San Francisco Bay Area, and has continued through two periods of residence in Southern California.